

ABSTRACT

The invention provides a novel method for the screening and for the identification of nucleic acid binding factors (NABFs) or nucleic acid binding elements (NABEs) 5 that are differentially active between two phenotypically different cell lines (normal and modified); in a particular cell type before and after a given treatment; or between two completely heterologous cell lines. The invention also provides methods for the simultaneous analysis of the effect of given compounds on multiple DNA-protein interactions. It further provides for the analysis of compounds 10 that are nucleic acid binding factor analogs and compounds that selectively bind *cis*-acting nucleic acids.

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